

DRAFT MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
REGIONAL BICYCLE TASK FORCE

Tuesday, May 18, 1999
MAG Office Building, Suite 200 - Ocotillo Conference Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

*Patrick McDermott, Chandler, Chairman
Mark Mansfield, ADOT
*Christopher Miller, Gilbert
Susan Bookspan, Glendale
*Larry Martinez, Goodyear
Mike Cartsonis, Litchfield Park
Reed Kempton for Aaron Iverson, Maricopa
County

Steve Hancock, Mesa, Acting Chairman
Tracy Stevens, Peoria
Richard Park for John Siefert, Phoenix
Maureen Mageau-DeCindis, RPTA
Amy MacAulay, Scottsdale
Eric Iwersen, Tempe

*Members neither present nor represented by proxy.

OTHERS PRESENT

Randi Alcott, RPTA
Fred Carpenter, Wickenburg
Dawn Coomer, MAG

Corey Cox, MAG
Jeannie McKenzie LaVelle, Glendale
Julie Trunk, FHWA

1. Call to Order

Acting Chairman Steve Hancock called the meeting to order at 1:05 p.m.

2. Approval of the March 16, 1999 Meeting Minutes

Amy MacAulay moved to approve the meeting minutes from March 16, 1999. Eric Iwersen seconded the motion, and the motion passed unanimously.

3. Call to the Audience

No members of the audience wished to address the Task Force.

4. Staff Report

Dawn Coomer introduced Corey Cox, and Corey provided an overview of her duties as the MAG Regional Development Manager. Dawn explained that the advance design of bicycle projects had been approved and a list had been forwarded to ADOT for their reference. However, funds had not yet been

allocated to individual projects. After discussing the matter, the committee concluded that the first cities to apply for the funds should receive them.

Dawn explained that the Long Range Transportation Plan and Program had been approved for a conformity analysis after discussion by Tempe about adding HOV lanes along the Superstition. She announced the upcoming open house and public hearing on June 1 held just prior to approving the Plan, Program and Air Quality Conformity Analysis, and distributed a flyer. In addition, due to changes in federal regulations on air quality standards, the TIP for the region narrowly escaped a lapse. A lapse would have ceased construction of all projects.

Finally, ADOT has announced the availability of enhancement funds. Applications will be due to the MAG office by July 12, 1999. A schedule was distributed to the committee.

5. Message and Medium for Bicycle Marketing Campaign

Maureen Mageau-DeCindis described that different ideas were being considered for messages and mediums for regional bicycle marketing. She distributed a hand-out of the ideas and explained the hand-out. She noted that the funding received by Valley Metro was not sufficient for television or radio spots. Susan Bookspan said that she liked the ideas. Amy MacAulay expressed support for the signs, but noted that some jurisdictions may not be able to post signs due to regulations. Richard Park suggested giving bicycling information to new residents, and Eric Iwersen added that Tempe does this for its transit marketing. Mike Cartsonis suggested that bicycling receive attention in the "Best of Phoenix," and the committee agreed. Corey Cox suggested that bike maps could be put into street maps sold at local stores. Eric mentioned that the Bicycle Coalition was trying to coordinate a ride for legislators.

Maureen asked which ideas were most important, since all of the ideas wouldn't be able to be implemented due to cost limitations. Steve Hancock noted that the original request of \$650,000 for marketing as requested by the Task Force would have allowed implementation of more projects. This funding was originally for public service announcements during prime time. The amount was lowered to \$200,000 by the TRC, and then assimilated into the overall RPTA marketing budget. He moved to have a letter written requesting how much of the RPTA marketing budget would be spent on marketing. Tracey Stevens seconded the motion, and the motion passed unanimously.

Amy suggested that buses be painted with advertising to encourage bicycle use. Richard suggested that bicycle maps be included with the bus books. Susan noted that a focus was needed so additional requests for funding would be received favorably. Maureen noted that visibility was important, and that the sign program is permanent. The committee discussed this idea, with some mentioning the difficulty of putting up additional signs. Others noted that Tempe placed "don't ride against traffic" signs on the opposite side of existing signs. Richard noted that signs only last a few years and need maintenance. The committee discussed various ways around this, including materials used in creating the signs. The committee noted that various cities could volunteer to participate in the program, and decide where to install the signs. Susan added that smaller cities should be encouraged to participate.

Steve asked Randi about the amount spent on bicycle marketing, and Randi responded that it had not yet been decided. She added that the input of the Bike Task Force would be needed throughout this process.

6. Final Draft Scope of Work for the Regional Off-Street System (ROSS) Plan

Dawn Coomer distributed an updated version of the scope. Eric Iwersen noted that railroads and right-of-way near freeways should be considered in the study. In addition, the mid-block crossing design treatment developed through the Pedestrian Design Assistance Program should be integrated. Maureen Mageau-DeCindis noted that the final product should be user-friendly. Amy MacAulay added that issues such as neighborhood opposition needed to be considered, and possible methods of public involvement were discussed by the committee. Addition input on the ROSS scope would be submitted to Dawn by Monday, May 24th.

7. Walking and Bicycling into the 21st Century Conference Series

Randi Alcott suggested that additional funding might be available for this conference through state planning and research funding. Steve Hancock asked MAG staff to pursue this option. Mike Cartsonis suggested a conference on neighborhood design guidelines which promote bicycling and walking. Susan Bookspan asked if the Governor's Task Force used to sponsor the conference out of bike safety funds, and Mark Mansfield replied that it had not been done this way. Susan added that she had received funding from the Governor's Office of Highway Safety, and she would check further into this idea. Randi added that this office had provided some funding for the Valley Bike Week poster. Amy suggested having a larger conference every other year, alternating with the national Pro Bike/Pro Walk conference. Randi noted that unobligated funding, or redistributed obligated authority dollars could be used for this purpose.

8. Next Meeting

The next meeting is tentatively scheduled for Tuesday, June 15, 1999 at 1:00 p.m. in the Octotillo Room. The July meeting will be held jointly with the Pedestrian Working Group to allow review and comment on the applications received for Transportation Enhancement Funds.

The meeting adjourned at 2:15 p.m.